



Business Simulation

Code: ERAGT048 Acronym: BUSS

Scientific Area: Management

Occurrence: 2025/26 - 1S

Teaching Area: **Gestão**

Courses

Acronym	Nº de Estudantes	Plano de Estudos	Academic Year	Credits	Horas Contacto	Total Hours
ERSGT	11	Curso Erasmus	1º	4,5	45	45

Hours Actually Taught

ERA-1-D

Theoretical and Practical: 39,00

Teaching - Weekly Hours

Theoretical and Practical: 3,00

Type	Teacher	Classes	Hours
	Totals	1	3,00
Theoretical and Practical	Susana Cristina Henriques Leal - ESGT		3,00

Teaching - Responsibilities

Teacher	Responsabilidade
Susana Cristina Henriques Leal - ESGT	Responsável

Learning outcomes and their compatibility with the teaching method (knowledge, skills and competencies to be developed by students)

This curricular unit allows students to apply the knowledge on management and marketing areas acquired through the course, using a simulator, in order to develop skills and competences related to the ability to make decisions in management and marketing domains, in an integrated and holistic way (LO1). Students will develop knowledge, skills and competences related to market research and competition study, marketing decisions (product, price, publicity and place), and financial and human resources management (LO2). Because the simulation work with teams, competing with each other, students will also develop skills and competencies in the area of soft skills (e.g. leadership, time management, negotiation, conflict management) (LO3)..

Syllabus

1. Presentation of marketing management simulation software
2. Managing a company in a simulation environment
3. Teamwork skills (leadership, planning, task distribution, time management, conflict management).
4. Simulation game. Team competition.
 - 4.1. The company history analysis
 - 4.2. Decision making
 - 4.3. Analysis of results obtained
 - 4.4. Comparison the results with competitors
5. Presentation of results obtained and critical analysis.

Demonstration of the syllabus coherence with the curricular unit's learning objectives

The course will take place in a simulation environment. The simulation will allow students to analyze, over different periods of time, the company's history and with the appropriate market research, to prepare the strategy of marketing (product, price, publicity, and place), as well as the financial and human resources strategy (which allows to reach LO1 & LO2). After each decision, the students can compare the results obtained by the company and compare them with those obtained by competitors (LO1 & LO2).

Teaching and learning methodologies specific to the curricular unit articulated with the pedagogical model

A practice-oriented teaching methodology will be applied using a management simulation software. A simulation of a real environment supported by software will be used, inducing students to make one decision per week (management decision-making based on management tools), which will be discussed the following week with the professor.

In light of the above, the following methodologies will be used:

TM1 » Participative with analysis, preparation, presentation and discussion of management decisions;

TM2 » Experimental with simulation of real situations using software;

TM3 » Self-study in the analysis of the company's history and preparation of decisions.

Assessment

The evaluation method is exclusively the continuous assessment, not being possible to do final exams.

The evaluation will include the following elements:

- » Management simulation results » 50%
- » Written and oral management simulation works » 30%
- » Individual assessment » 20%.
- » A rate of attendance to classes of at least 67%.

Demonstration of the coherence of teaching and evaluation methodologies between the learning objectives of the curricular unit

An interactive methodology of sharing experiences and knowledge influences positively the learning processes. We will take into consideration a learning by doing approach with business simulation and analyses of approximately real situations.

Participative methodology (TM1) contributes to LO1, LO2 and LO3. The experimental methodology (TM2) essentially contributes to the objectives LO1 and LO2. Self-study (TM3) contributes to all LO.

Bibliography (Mandatory resources)

- CESIM (2019). Marketing Management Simulation. Acedido em <https://www.cesim.com/simulations/cesim-marketing-management-simulation-game>
- Wolfe, J. (2003). The global business game: A simulation in strategic management and international business (2nd ed.). Mason, OH: South-Western College Publishing.
- Zantow, K.; Knowlton, D. S.; Sharp, D. C. (2005). More Than Fun and Games: Reconsidering the

Virtues of Strategic Management Simulations, Academy of Management Learning & Education, 4(4),
451-457